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Due Feb 25   10 points

15 Replies

PROJECT Self-brand milestone: Social Media post

GDS 85, Portfolio

Project Self-Branding Package | Social Media Post

Post Due: 2/25

PROJECT Self-Branding Package (Instructions) (https://wvm.instructure.com/courses/63059/pages/project-self-branding-package-instructions?wrap=1)

This assignment is new! I have retired the letterhead assignment which is no longer relevant. However, the intent of this update is the same—apply your new personal brand assets to a variety of mediums (print/mobile/web) in a variety of sizes.

Process

1. Choose ONE social media platform to design a self-promotion post for.
2. Research the image size and file type requirements for that specific platform.
3. Compose your advertisement/image within those guidelines—note that % of text within the image is restricted based on the platform.
4. Compose the text to accompany the image. What is your message? What hashtags would you include? What is the call to action?

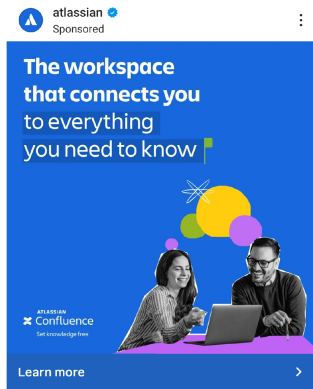Your goal is to have fun with this by showing your personality while keeping it professional.

Reply

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SA   **Sun Ahn (https://wvm.instructure.com/courses/63059/users/174059)**   ⋮
      Mar 17 5:31pm | Last edited Mar 17 5:43pm

You've probably done this assignment, but I wanted to share these examples. I see many ads on Instagram daily, and sometimes, I capture things I want to reference, and this SNS post design project came to mind. This isn't about design services, but it would be good to refer to the commonalities in the format and layout of these examples. (logo + strong copy in a highly readable typeface + call to action button + high contrast in background and text + short description in the caption area)
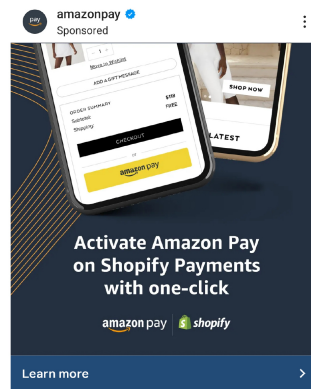
One thing to keep in mind is that these are paid ads. In the case of paid ads, hashtags are often omitted because the target audience can be customized in advance. :)
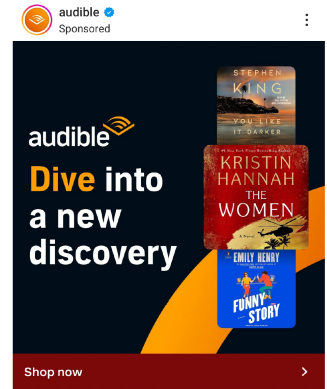
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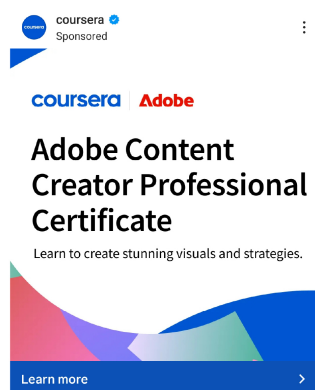

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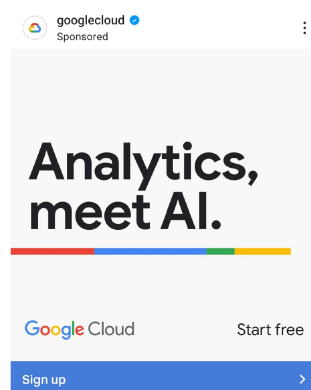

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Reply | 👍 | ✉

Matthew Uribe (https://wvm.instructure.com/courses/63059/users/98246)
Feb 28 6:27pm

1.The platform I chose was Instagram

2.The average size for a post is 1080 x 1080 px

3.

Shift gears
with a new
DESIGN

matthew.uribe.design@gmail.com

4.Let me help you turn your VISION into a REALITY and create something UNFORGETABLE!!!

#art #design #logo #branding #illustrator #graphicdesign #adobe #creative

Reply | 👍 1 | ✉

Edwin Ortiz Escobedo (https://wvm.instructure.com/courses/63059/users/65399)
Feb 27 10:42pm

⋮

1. I chose LinkedIn as my platform.

2. The size is 1200 x 1200.

Design is like gaming...

E

Rated E
for EVERYONE

For your Designning needs contact:
    edwinortiz.design@gmail.com

4. My message would be, "Designing is only fun, if YOU let it be FUN." My hashtags I would include are; #design #designers #GraphicDesigners #logo #photoshop #vector #typography #opentowork #marketing #bayarea #pagelayout #print #bayareadesign #californiadesigners #designcommunity #LinkedIn #Adobe

Reply | 👍 | ✉

Soudalath Phoutthavong (https://wvm.instructure.com/courses/63059/users/137963)
Feb 27 1:19pm | Last edited Mar 5 12:32am

⋮

1. I chose to create an Instagram feed post.
2. **Portrait Vertical:** 1080 X 1350 4:5 aspect ratio

   Landscape: 1080 X 608 16:9 aspect ratio

   Square: 1080 X 1080 pixels 1.1 aspect ratio

There are many different sizes of elements for Instagram, but I decided to go with my Portrait Vertical 1080 X1080 pixels 1:1 square size for feed post styles.

3. The text for my post I chose was "Needed a creative brand agency service. This phrase suits my professional goal focus and desire to offer creative solutions in my branding. I highlight my ability and attract clients seeking innovative brand collaborative development and aspirations in the work field."

4. my caption I am a graphic designer with a natural skill for brand identity design who is creative, hard-working, and team-oriented.

5. I will use the following hashtags for the Instagram posts to enhance the post's visibility. #graphicdesigner #brandingidenty #logo #photoshop #illustration #posterdesign #digitalalart #vector #visualstyle #typography #graphicdesignservice #graphicdesignwork #graphicdesigncommunity #graphicdesignportfolio #creative #socialmediadesign #posterdesign.

Reply

Danna Rengifo Cabezas (https://wvm.instructure.com/courses/63059/users/124175)
Feb 27 11:59am

1. LinkedIn

2. 1200 x 627, best for one image posts.

Caption:

Based in the Bay Area, helping athletes, teams, and sports brands stand out with marketing that actually works.

Need a strategy that wins? Let's make it happen. **contact.dannarengifo@gmail.com**

#sportsmarketing #athletebranding #digitalmarketing #opentowork #marketing #bayarea #explore #sportsindustry #womeninsports #letswork

The message I want to convey is simple: stand-out sports marketing for people in the Bay Area. I want to be concise; reaching out to me through email is a call to action.

Reply

BW **Benjamin Weberg** (https://wvm.instructure.com/courses/63059/users/61728)
Feb 27 1:46am | Last edited Mar 8 8:24pm

⋮

For my self-promotion advertisement, I chose to post on Instagram. Their recommended image dimensions for portrait are: 1080 X 1350 pixels. My message is a caption that relates to my brand story that tells the viewer they've come across a worthwhile solution. My call to action is at the bottom of the ad, telling the viewer to visit my site (portfolio) to learn more.

For a caption: We love illustrative solutions, and so should you! With a wealth of experience in the Adobe suite and a passion to learn more, we deliver solutions that captivate your audience and elevate your brand while boasting flexibility in a everchanging market. Don't hesitate to reach out, visit shengket.com for more info.

Hashtags could include: #visualdesign, #graphicdesign, #creativedesign, #designstudio, #branding, #marketing, #illustration, #typography, #logodesign, #moderndesign, #asiandesign, #photomanipulation, #vector, #digitalart, #motiongraphics, #pagelayout, #print, #artdirection, #visualidentity, #bayareadesign, #sanjosedesign, #californiadesigners, #designcommunity
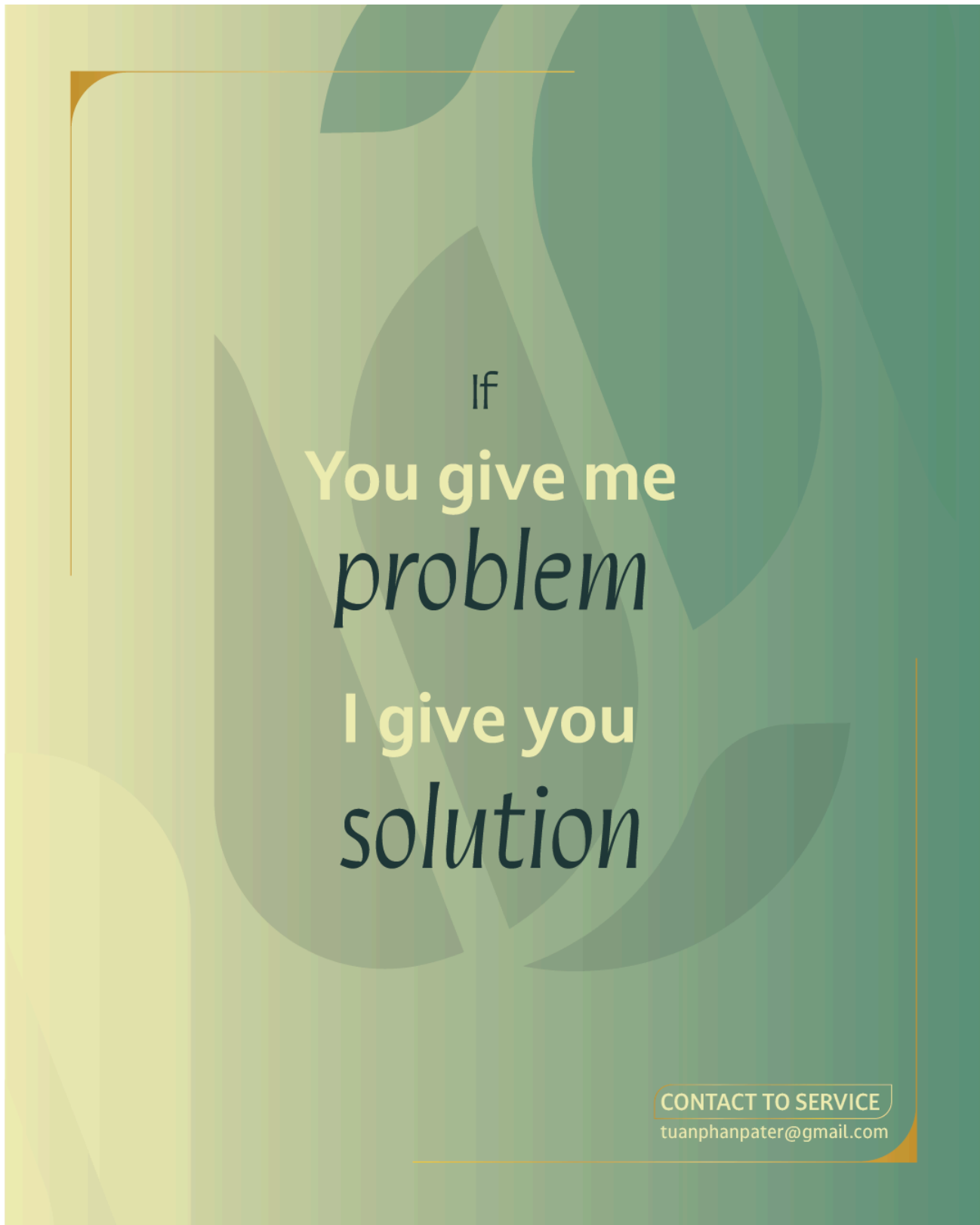
Reply | 👍 | ✉

Isaac Villegas *(He/Him)* **(https://wvm.instructure.com/courses/63059/users/103605)**
Feb 27 12:56am | Last edited Mar 5 9:27pm

⋮

1. I chose to do a post on Instagram.

2. There are many types of posts, but I chose the 1080 x 1080 pixels, 1:1 square format

- 1080 x 1080 pixels square format, 1:1 ratio
- 1080 x 1350 pixels vertical format, 4:5 ratio
- 1080 x 566 pixels landscape format, 1.91:1 ratio

3. The text that I would use in the information area is: Are you a creative person with an idea that needs some magic to make an inspiration to others? Look no further Isaac can help you with that magic. Isaac is a graphic designer that can do illustrations, logos, business cards and many more! You can find my contact within the post or click on my profile to find out more about me and my designs.

4. My hashtags for my post would be #graphicdesign, #doyouneedagraphicdesigner, #needsomeonecreative and etc.

5. The call to action that would be there is my email and my click my profile.

Reply | 👍 | ✉

Tuan Anh Phan (https://wvm.instructure.com/courses/63059/users/163860)
Feb 26 7:09pm | Last edited#Mar 6 5:03pm

1. I chose to post mine on Instagram.

2. Vertical post size 1080 x 1350 pixels

4. Are you looking for someone to be a companion to your brand?

CONTACT ME IN MY BIO!

#graphicdesign#creativedesign#worldofdesign, #graphicdesignservices#lovedesign#typography#branding#brandidentity#logodesign#socialmedia

Reply | 👍 | ✉

Eiren Futch (https://wvm.instructure.com/courses/63059/users/142169)
Feb 26 12:34am

⋮

1. This post would be displayed on **Instagram**

2. 1080 x 1080 pixels, 1:1 ratio **square format**

3. The text I chose was "Leave no canvas blank, **color the world."** as a way to express how the world doesn't have to be bland, surfaces objects and many more can be given meaning and a spice up.

3a. The hashtags would most likely be #GraphicDesign #Typography #Art #LinkedIn #Adobe

3b. To be hired or commissioned or gain as much opportunities as possible for a better expansion towards the portfolio experience.

Reply | 👍 1 | ✉•

Fermin Velazquez Bustamante (https://wvm.instructure.com/courses/63059/users/137441)
Feb 25 11:41pm

⋮

1. instagram for my self-promotion

2. size research " I am going with Square: 1080 x 1080 as i feel it is better to use for a simple post for a small message"

- **Square**: 1080 x 1080 pixels, 1:1 aspect ratio
- **Landscape**: 1080 x 566 pixels, 1.91:1 aspect ratio
- **Portrait**: 1080 x 1350 pixels, 4:5 aspect ratio
- **Story**: 1080 x 1920 pixels, 9:16 aspect ratio
- **Reel**: 1080 x 1920 pixels, 9:16 aspect ratio
- **Profile photo**: 320 x 320 pixels, 1:1 aspect ratio

3. I use the font sizes to 100pt as i felt it would work out

4. #1 Creativity comes from the mind and dream, make them to reality. #GraphicDesigner @ FVB_Design

#2 imagination is key to success, just play around. #GraphicDesigner @ FVB_Design

Reply | 👍 1 | ✉️

Eric Cam (https://wvm.instructure.com/courses/63059/users/128847)
Feb 25 11:37pm | Last edited Feb 25 11:41pm   ⋮

The social media post is going to be on **Bluesky.**

Captions No.1: Looking for a graphic design in need, Then Eric Cam is there for you in hire. I'd provide the following; graphic/logo design, character design, branding, and illustration, I am an autistic artist currently in his 20s who has been designing for more than a decade. I also tend to take inspirations from a ton of designs from the 2000s to the early 2010s.

Hashtags: #GraphicDesign #SmallArtist #ArtistonBluesky #DesignerforHire #VisualDesign

Call of Action: Contact me on Gmail for more information, plus check out my profile to see some work that I did.

Reply | 👍 1 | ✉️

Marlon Sagabaen (https://wvm.instructure.com/courses/63059/users/140940)
Feb 25 11:18pm | Last edited Feb 25 11:21pm   ⋮

Marlon Sagabaen
Editorial & Visual Designer

sa
ga

Good design is *read*, not just seen...
Turning blank pages into **bold** stories!

msaga@gmail.com

This would be a social media post on **LinkedIn.**

The message is "Good design is *read*, not just seen... Turning blank pages into **bold** stories!"

A possible caption would be, "Great design isn't just seen—it's *read*. As an editorial and visual designer, I craft layouts that tell stories, guide eyes, and leave lasting impressions. Let's turn ideas into designs worth publishing." Maybe some hashtags would be #EditorialDesign #VisualStorytelling #Typography.

Reply   👍 1 | ✉

SA **Sun Ahn (https://wvm.instructure.com/courses/63059/users/174059)**
        Feb 25 9:51pm   ⋮

1. Choose ONE social media platform to design a self-promotion post for.

I chose Instagram to design a self-promotion post.

2. Research the image size and file type requirements for that specific platform.

- **Square**: 1080 x 1080 pixels, 1:1 aspect ratio
- **Landscape**: 1080 x 566 pixels, 1.91:1 aspect ratio
- **Portrait**: 1080 x 1350 pixels, 4:5 aspect ratio

I chose the portrait because Instagram recently changed its profile grids from square to vertical rectangles.
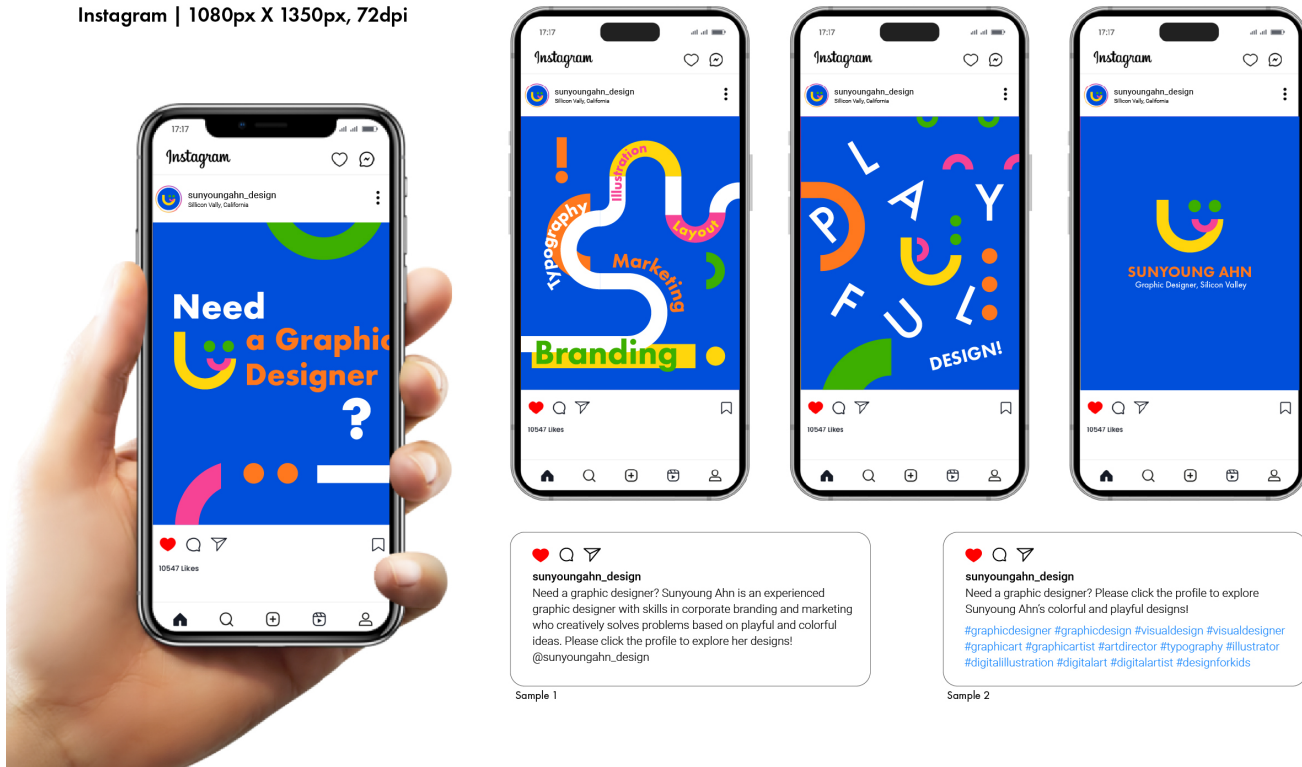
Related article: **Instagram Swaps Square Profile Grids For Rectangles** ⇱ **(https://petapixel.com/2025/01/23/instagram-swaps-square-profile-grids-for-rectangles/)**

3. Compose your advertisement/image within those guidelines—note that % of text within the image is restricted based on the platform.

I used font sizes larger than 36pt at 72 dpi to ensure readability.

GDS-085-35945 Professional Portfolio & Design
PROJECT Self-brand milestone: Social Media Post | Sunyoung Ahn

Instagram | 1080px X 1350px, 72dpi

Sample 1

Sample 2

4. Compose the text to accompany the image. What is your message? What hashtags would you include? What is the call to action?

- Message option 1:Need a graphic designer? Sunyoung Ahn is an experienced graphic designer with corporate branding and marketing skills who creatively solves problems based on playful and colorful ideas. Please click the profile to explore her designs! @sunyoungahn_design
- Message option 2: Need a graphic designer? Please click the profile to explore Sunyoung Ahn's colorful and playful designs!
- Possible hashtags: #graphicdesigner #graphicdesign #visualdesign #visualdesigner #graphicart #graphicartist #artdirector #typography #illustrator #digitalillustration #digitalart #digitalartist #designforkids
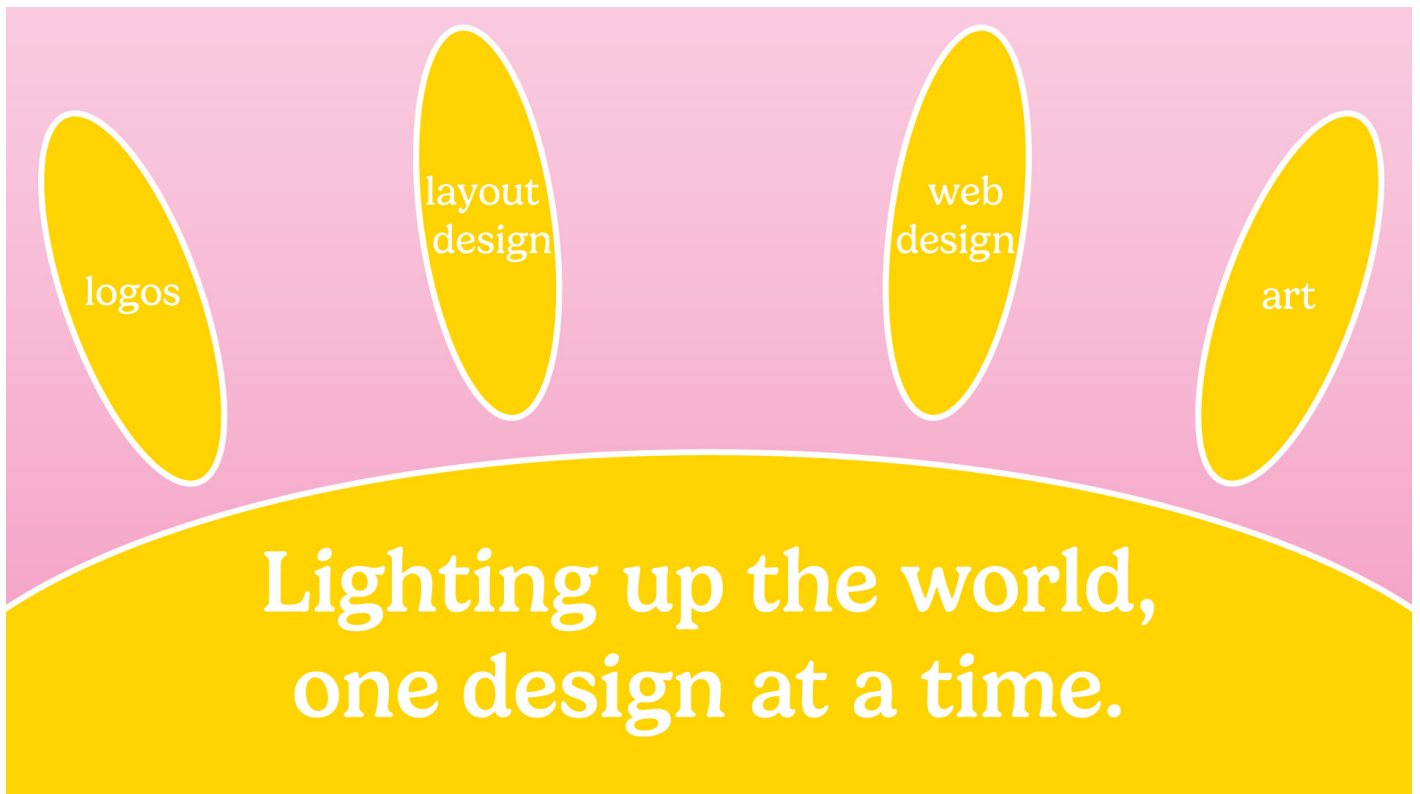- Call to action: Click my profile.

Reply | 👍 3 | ✉

Spencer Canio (https://wvm.instructure.com/courses/63059/users/151204)
Feb 24 9:02pm | Last edited Mar 14 6:40pm

⋮

Caption: Searching for a professional skilled in both the art and science of design? I offer a variety of design-related services that are informed by my educational background in graphic design as well as my lifelong passion for art. For business inquires, email *spencermc.design@gmail.com*

Possible Hashtags: art, characterdesign, design, graphicdesign, illustration, etc.

This is a self-promotional image for a LinkedIn post. My logo is sort of implemented, in that the image has the same color and round shapes, but I wanted a way of including the services and a tagline in a visually creative way, so it's zoomed in to give a rising or setting sun feel.
"Character design" and "illustration" were too big to fit into the sun ray, even if I made it a bit bigger and shrunk the text (it wasn't as readable), so I just put "art" to include my artistic services, though I'm not satisfied with its phrasing.

Reply | 👍 1 | ✉️

Renee Fluor Apelo (https://wvm.instructure.com/courses/63059/users/91741)   ⋮
Feb 24 10:34am | Last edited May 3 11:07pm
View History

I chose the Behance app to design my self-promotion post using its image size and file type requirements.

Cherry Blossoms
represent
beauty,
transience,
renewal,
and the fleeting
nature of life.

RF
ART 419

アル・エフ・アート・419

I do projects involving a mix of graphic design and animation. I want to create original cartoon and anime-inspired characters. Japanese anime and manga draw inspiration primarily from Japanese culture, history, mythology, and traditional art forms while also incorporating influences from Western animation's unique blend of storytelling and visual style that reflects contemporary Japanese society and explores diverse themes across various genres.

Pleasure to work with you.

RENEE APELO
GRAPHIC DESIGNER | ANIMATOR

☎ (123) 456 -7890
✉ reneeapelo@gmail.com
👤 123 Cherry Blossom Street
   California City, CA
🌐 reneeapelo.myportfolio.com

2025 - RFART419 - Self-Brand Post ____ Behance.pdf (https://wvm.instructure.com/files/11434681/download?
download_frd=1&verifier=a3xIUMFcEHjhm0DnjqJGWDtuFnYtKctWpagqBzzQ)

Reply | 👍 1 | ✉